



## Web Privacy Policy

### I. Audience

The County of Sonoma Web Privacy Policy applies to all visitors accessing Sonoma County publically available Web resources. This includes (but is not limited to) constituents (aka citizens), Sonoma County employees, third-party vendors and contractors.

### II. Purpose

This Policy establishes security and privacy statements for visitors accessing Sonoma County publically available Web resources.

### III. Scope

This Web privacy policy applies (but is not limited) to constituents (aka citizens), Sonoma County employees, third-party vendors and contractors accessing publically available Sonoma County Web resources.

### IV. Definitions

- A. Publically available: Visitors can access Sonoma County maintained Web resources without the need to enter a set of credentials.
- B. Credentials: User Identification (ID) and password.
- C. Personally Identifiable Information(PII): Information containing any of the following in combination with a first initial or first name and a last name:
  - Social Security number;
  - driver's license number or California Identification Card number;
  - an account number, credit or debit card number, in combination with any required security code, access code, or password that would permit access to an individual's financial account;
  - medical information, including any information regarding an individual's medical history, mental or physical condition, or medical treatment or diagnosis by a health care professional or;
  - Health insurance information.

### V. Policy

**A. Personally Identifiable Information(PII):**

Visitors to the County of Sonoma's publically available Web resources are not required to enter personally identifiable information (PII) to access data and services. County of Sonoma's departments and agencies may offer alternative assistance on their Web page. Visitors may be asked to voluntarily supply contact information such as:

- Name
- Email Address
- Mailing Address
- Phone Number

This information is used by County of Sonoma personnel for internal purposes and is never sold to outside agencies. Additionally, we do not collect or use this information for commercial marketing.

**B. Information Sharing:**

We may disclose personal information in the good faith belief that we are lawfully authorized or required to do so, or that doing so is reasonably necessary or appropriate to comply with the law or with legal process or authorities.

**C. Children's Online Privacy Protection Act(COPAA)**

The County of Sonoma does not attempt to collect personal information nor market to children under the age of 13.

**D. Web Resource Tracking:**

1. The County of Sonoma's Web resources system collects anonymous statistical information about the visitors who use the information and services we provide. The data gathered is used for performance analysis and website improvements. This may include the following information:
  - Web domain (www.google.com, www.bing.com, etc.)
  - Internet connection's IP address (192.168.0.270, etc.)
  - Web browser brand and version (Internet Explorer version x.x , Mozilla Firefox,Google Chrome,etc.)
  - Operating system and version (Windows 8,Mac OS,etc )
  - Errors in the pages viewed (Hyperlink errors, missing pages, etc.)
  - Time/date required to open and view files
2. Cookies are a small text file containing random and unique alphanumeric identifiers that are stored on your Web browsing computing device. This enables Sonoma County's Web systems to recognize your browser. We do not store any personally identifiable information in cookies.
3. You may adjust your Internet browser to disable the use of cookies and other Web technologies; however, some features of this website may be disabled (such as preferences selected during a previous visit) if you block these technologies.

#### **E. Govdelivery (Email) Updates**

1. Sonoma County publically provided Web resources might provide a “Sign up for updates” section. Sonoma County has contracted with GovDelivery to provide email updates when new Web content is provided. GovDelivery maintains their own privacy policy : <http://www.govdelivery.com/legal-privacy>. Visitors who wish to use GovDelivery for email updates will need to comply with GovDelivery’s privacy policy.

#### **F. 3<sup>rd</sup> party applications:**

1. The County of Sonoma might use external contractors for delivery of 3<sup>rd</sup> party applications such as Open Data or Mobile applications. These 3<sup>rd</sup> party applications may have their own privacy policy. Visitors who wish to use these applications will need to comply with their privacy policy. The County of Sonoma will post the Web links to these 3<sup>rd</sup> party applications.

#### **G. Advertising**

1. Sonoma County publically provided Web resources will contain no known paid advertising or other content of entities and/or non-Sonoma County Government.

#### **H. Copyrights**

1. Most graphics, images and text, and all Sonoma County-related seals, logos and wordmarks are protected by trademark or copyright. They may not be reproduced in any electronic or written medium without the prior written consent of the County of Sonoma.

#### **I. Security Measures**

1. Email: Electronic mail and any related email attachment sent to the County of Sonoma email system may be subject to archiving and review by someone other than the intended recipient.
2. Sonoma County publically available Web resources are protected with a variety of security controls such as Web firewalls, Intrusion Detection, Intrusion Prevention, and other physical controls.

#### **J. Policy Changes**

1. Occasional changes may be made to these policies as content and new services are added to our site. Visitors are encouraged to check this

document periodically to stay informed of current privacy and security guidelines.

**K. Sonoma County Web content on other sites**

1. Web sites or content maintained by the County of Sonoma may contain Web content hosted on external Web sites that are maintained by other government, non-profit or private organizations. These external sites are provided as a convenience to our visitors and do not constitute an endorsement of content, viewpoint, policies, products or services of that Web resource. Once you follow a link to an external site that is not hosted or maintained by the County of Sonoma, you are subject to the terms and conditions of use for that particular Web resource, including its privacy policy.

**VI. Responsibilities**

**A. Visitors are responsible for:**

1. Acceptance of the County of Sonoma's Web privacy policy. If a visitor does not agree to this policy, we request that the visitor not use our publically available Web resources. Continued use of any the County of Sonoma's publically available Web resources following the posting of changes to these terms will indicate acceptance of those changes.

**B. ISD Department Head/Chief Information Officer is responsible for:**

1. Overseeing implementation of this Policy.

**C. ISD Information Security Officer (ISO) is responsible for:**

1. Monitoring and reporting ongoing compliance with this Policy and;
2. Reviewing this Policy annually for effectiveness.

**D. ISD Management is responsible for:**

1. Developing, implementing and administering procedures for this Policy in their assigned work area;
2. Ensuring applicable ISD staff reads and acknowledges this Policy.

**VII. Contacts**

County of Sonoma Information Systems Department  
2615 Paulin Drive

Santa Rosa, California.CA95403  
Email:ISD-ServiceDesk@sonoma-county.org

### **VIII. Related Documents**

Policy for Information Security  
Policy for Departmental Computer Use Policy

### **IX. Revision History**

<b>Version</b>	<b>Date</b>	<b>Details</b>	<b>Approved/Reviewed By</b>
1.0	2/4/2015	New Policy entitled Web Privacy Policy	